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March 13, 2000

RE: Docket # 99-360

Chairman William Kennard
Federal Communications Commission
12th Street SW
Washington, DC 20554

Dear Chairman Kennard,

As an organization that cares about children, we feel it is very important to respond to the FCC's Notice of Inquiry on the public interest obligations of broadcasters.

Television carries a great influence with our children and as such, our organization and many like it were glad when the Children's Television Act was given some teeth several years ago. The requirement that stations air three hours of educational and informational programs each week was a great step forward. What a great tool for parents and caregivers who are looking for good solid programming for children.

But while the idea is sound, its execution has not been. I was dismayed to see the list of shows that broadcasters actually believe qualify for "E/I" designation. Not only are the designations of "E/I" programming hard to find if you are planning ahead because most newspapers do not carry the listing, but you must be quick and on time to find the designation as the show begins since the "E/I" logo appears only briefly on screen. And once you find them, I fail to see how some of these shows can be deemed educational or informational. For that matter, even if the "E" stands for entertainment, I fail to see how some of these shows make that grade either.

Much of the programming is clustered in early morning hours and is scattered with other programs that are not "E/I". Take for example, the programming last Saturday, which is supposed to be the time that children are drawn to television. On a recent episode of CBS' *the Rescue Heroes*, which airs at 10 a.m. on Saturday we learned that you never get in your car in the face of a flash flood and you always go to higher ground. Great lessons. Except the cartoon heroes literally delivered them to stranded and desperate people before they rescued them; stopping to scold them before they would allow them to be safe. This show also taught children that being a teacher is not as worthwhile as rescuing people.

And if we examine the other not-as-direct but not-subtle messages of the show, we see that if you want to be a hero, you must have a body that is out of proportion with all natural human beings. The men looked disproportionately muscular as though on steroids.

This show was followed by *Flying Rhino Junior High* which is also supposed to be an “E/I” show and I could little see what lesson we learned other than adults are buffoons.

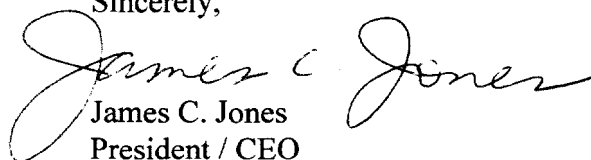
The programming on the other two network affiliates was just as disturbing. ABC-Channel 7 runs Disney cartoons in a Saturday morning block from 7:30 to 9:30 a.m. and while the shows *Recess* and *Science Court in Squigglevision* are exceptions, the majority of the shows teach children that it is vital to be cool, outsiders will always be treated poorly and although being yourself is very important, you had better be good looking, good at sports or well-dressed because brains work against you. These lessons we learned from *Pepper Ann*, *Sabrina*, *the Animated Series* and the short educational films in the morning block.

NBC-Channel 5 has dedicated its entire Saturday morning programming to half-hour teenage dramas/comedies like *City Guys*, *Hang Time* and *One World*. The theme last Saturday was *Just Say No to Drugs*. And while the programming has teenage stars, it’s safe to assume it was watched by many who are pre-teens and younger, just as the teenage singing stars draw from a much younger crowd for their fan-base since younger children look to older ones as their role models. I know these programs have been touted as top-quality educational shows but I found the messages, the characters and the plots very simplistic in addressing complex issues. I would much rather see a group of thoughtful, real children discussing the problem of drugs. Also, the commercials on this block of programs bothered me. They were pushing some of the station’s adult programs, one in particular about a serial killer on the show, *The Others*.

These shows smacked of the ones that were broadcast the first season the “E/I” requirements were in place. At that time, industry executives said, “Just give us time and we will develop quality children’s programming”. Enough time has past and I have not seen a proliferation of *Magic School Bus* or *Bill Nye the Science Guy* but rather shows having no educational merit beyond the networks’ designation.

I realize that television is an industry. I realize it must make a profit to survive. But the television industry is profiting greatly from the public – control of the new digital stations – so it is reasonable that we the public must ask for accountability. The only way to do that is to hold public hearings where people can air their concerns for our children and their future.

Sincerely,


James C. Jones
President / CEO



February 29, 2000

Chairman William Kennard
Federal Communication Commission
12th Street, SW
Washington, D.C. 20554

Re: NOI 99-060

Dear Chairman Kennard;

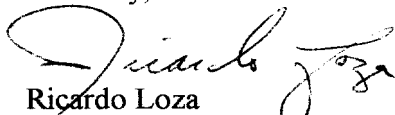
This is a formal compliant in response to your Notice of Inquiry # 99-360. On February 4, 2000, Ms. Margie Nicholson and I visited our local broadcaster, WLS-TV Channel 7, at their Chicago offices, at approximately 11:00 A.M. During our visit, we stopped at the front desk and informed Officer Donaldson we wanted to see the public files. We were instructed, that we could not see anyone without an appointment. I asked if I could use the phone to contact someone, he stated no. I then asked what number can I call (I was going to use my cell phone), and he told me to contact the phone company and refused to give me any number. We adjourned our visit without any public information.

This is an example of the lack of cooperation, a major broadcaster is exhibiting through their agents. How can you and the Federal Communication Commission expect citizens to examine the public files and comment in the public interest obligations for our local broadcasters if they will not ever allow us to review the files?

I urge you and the Commissioners to consider our objection to the disregard of the law and hold public hearings, to find out what the public thinks about television and the responsibility of broadcasters.

If you have any questions, please contact me at (312) 641-1516.

Sincerely,


Ricardo Loza
Assistant to the President

SERVICE EMPLOYEES
INTERNATIONAL UNION
AFL-CIO, CLC

309 W. Washington Street
Suite 250
Chicago, IL 60606
312.641.1516
Fax: 312.641.0773

cc: J. Williams
M Nicholson



City of Chicago
Richard M. Daley, Mayor

Department of Public Health

Sheila Lyne, RSM
Commissioner

333 South State Street
Chicago, Illinois 60604
(312) 747-9884
(312) 747-9888 (24 hours)
(312) 744-2960 (TTY)

<http://www.ci.chi.il.us>

March 21, 2000

Chairman William Kennard
Federal Communications Commission
12th Street, SW
Washington, DC 20554

Dear Chairman Kennard,

For nearly three years, the Chicago Department of Public Health has been overseeing an effort to prevent violence in Chicago by bringing together key people from city, state and federal government as well as academics, agencies, advocates and business leaders. The result was a massive citywide plan that we are now engaged in implementing under the umbrella of Prevent Violence! Chicago.

Part of what we looked at included what roles the public, newspapers, television and radio have played in helping to make violence an integral part of the fabric of our society. And when we pulled together the expert's statistics it was startling how much television we watch and what we see.

- By the time an average child completes elementary school, he or she has typically been exposed to 100,000 acts of violence, including 8,000 murders, according to TV-Free America.
- Of nearly 2,700 television shows viewed in one year, 57 percent of them contained some violent content and in 73 percent of all violent scenes, the perpetrator went unpunished, according to the National Television Violence Study
- Half of the violent acts identified in that study occurred in children's cartoons where violence was mostly depicted as humorous.

Given this and many other studies, we dedicated one whole implementation committee to the media. This team is charged with finding a way to successfully deliver the message that violence is a public health issue and we are in the midst of an epidemic. Further, the committee wants to ensure the media stay a vibrant part of Chicago by accurately reflecting people's concerns. That can happen only when the public becomes educated and discerning consumers.

So, we looked at the stations in Chicago. In fact, in accordance with FCC requirements, we went to inspect each of the major stations' files and see if they had received any letters or public comments on violent programming



Please
Recycle!



March 21, 2000
Chairman Kennard
Page 2

content or coverage of violence. Attached is a summary of what we found during those visits.

Our findings show people are concerned. It also shows people don't understand they have a voice in local programming. Indeed, that they have a responsibility to use that voice if we want the airwaves kept pertinent to this community.

This is why with all we know and we have learned, we believe it is vital the FCC hold public hearings. We urge you to do so since there will be double the stations on the dial with digital expansion looming in the near future. We need to ensure that television stations and the public develop a discourse that keeps the public involved in a station's public affairs and the stations involved with the public's concerns.

We hope you agree and we look forward to your response.

Sincerely,


Sheila Lyne, RSM
Commissioner

cc Monroe Anderson, WBBM-TV Channel 2
Bill Campbell, WLS-TV Channel 7
Merri Dee, WGN-TV Channel 9
Joanie Bayhack, WTTW-TV Channel 11
Delores Mebain, WMAQ-TV Channel 5
Wanda Wells, WFLD-TV Channel 32

**PREVENT VIOLENCE! CHICAGO
MEDIA IMPLEMENTATION TEAM
LOCAL TELEVISION STATION VISITS
SUMMARY**

Five local television stations were visited during the first week of March, 2000. In every case, employees were welcoming, cooperative and helpful. And at every station the materials found in the public files were similar: considerable viewer mail regarding station programming and program line-ups, and little to no viewer mail in the area of violence on television or related issues.

The introductory letter sent by Commissioner Lyne requesting a meeting and connecting the visit to the Chicago Violence Prevention Strategic Plan, proved helpful in nearly every case. All stations returned follow-up phone calls promptly, all put me in touch with the appropriate person to meet, and all (except one) set up a specific time for file review. (Only one stated that just dropping by would be fine, and that was accurate.)

Despite the introductory letter and a copy of the Executive Summary of the Plan, no one had heard of Prevent Violence! Chicago – not even the community affairs directors. Neither did anyone seem particularly concerned or engaged about the topic of violence on television and its effect on viewers.

That response mirrored the public files. There were countless file drawers, some stuffed, with viewer mail about everything from Howard Stern's persona to the quality of weather reporting, but almost nothing about violence on the airwaves.

All stations reported keeping their mail for a minimum of three years. One stated that they need to keep it until their FCC license renewal, now every 10 years.

At three out of five stations, all mail was placed together, no matter what the topic was. At two stations, there were specific "violence files" and one station, WGN which was visited first, kept the violence files separate, stating they were mandated to do so by the FCC. No other station had known about that mandate.

At one station, for example, there was a large four-drawer filing cabinet filled with several years of letters. From what I saw, there were only a couple of folders, like "4th quarter, 1999 Programming Violence Viewer Mail", which had a total of five letters. Only some of the five seemed loosely connected to the issue of violence.

The majority of violence letters echoed the same concerns: too much sexual content, too much explicit and degrading language, too many tasteless and demeaning programs that were inappropriate for family television.

A small number of letters made a connection between violence on television and violence in society. Some suggested there be more of a connection made for viewers between violent acts and real life consequences. Several letters expressed concern about the responsibility of the industry to provide "viable viewable material for the majority of families."

In addition to the viewer mail each station kept quarterly reports sent to the FCC about what public affairs programming had been aired and what the content of the show, news report or PSA was. Again, very little dealt explicitly with the issue of violence. Instead, there were categories that covered issues like race relations, government, the environment and health.

Finally, a couple of stations expressed an interest in the Media Committee's goals, the outcome of this investigation and the implementation of the Plan. Some recommended having people from the media serve on the committee, and others invited us back to share our findings and perhaps work participate on some public affairs programming in the future.

WGN TV - Channel 9

Helen Hoffman, Assistant to General Manager

This station kept their records in a separate room, in a large four drawer filing cabinet. All viewer mail was kept in expandable file folders, categorized by quarter and year. WGN was one of only two stations that had separate files called "Programming, Violence - Viewer Mail" Many station letters began "we like WGN and are loyal viewers but were concerned about a specific show." Other comments included:

- That was an undesirable show with crude sex scenes with repulsive and degrading moments... it takes good taste not violence to capture viewers.
- There is too much violence on TV and I believe it fosters violence in people who watch it. Please consider not showing reports like these.
- Kids and youth are bombarded with tasteless, violence and demeaning programs and are greatly influenced by such broadcasts. I believe that the recent acts of high school violence are connected to television programming.

But the vast majority of letters were concerned the Cubs games, Bozo Circus, Honeymooner reruns, millennium coverage, and the Walter Payton memorial. Comments about weather, local crime reports and late night movies also bulked up the files.

WMAQ TV - Channel 5

Sharon Pierson McNeal, Station Relations Director

This station kept much of the viewer mail divided into FCC Children's Reports, Political Mail, and local mail by category. For example, there seemed to be a considerable amount of requests and acknowledgments:

- Thanks for covering principal's day
- Please put more coverage re: mental health issues on the air
- Thanks for coordinating the coverage of xxx event, and bringing us visibility during our big day.

The station also kept extensive files with Email correspondence, responding to a range of issues from too many commercial interruptions, to disappointment with the fundamentally disgusting journalism. The station also kept quarterly reports on "Issues Programming" including America's Black Forum, Religion, Foreign Affairs, Governmental Concerns, etc.

WFLD TV - Channel 32

Wanda Wells, Public Affairs Director

This station had one folder called "Viewer Mail Regarding Violence 1992 - 1999." In it were a total of 25 letters, some discussing violence towards gays and other stereotyping, but the majority dealing with Jerry Springer and his "staged" violence scenes.

Several letters were kept from the "Turn off TV for a Day" campaign in 1992, but those and others seemed somewhat randomly incorporated into the violence folder.

WBBM TV - Channel 2

Monroe Anderson, Community Affairs

Most viewer mail and related material came in electronically and was kept on disc. It was an option to either review materials on disc, in someone's office, or to go into a small separate room to see what material had come in through the local mail. I chose the latter. And while mail was kept for approximately five years, the vast majority of it dealt with Howard Stern and his annoying antics.

WLS TV - Channel 7

Bill Campbell, Community Contact

This station kept three separate years of letters in a "violence file," which includes 1997 - about 20 letters, 1998 - four letters and 1999 - no letters. Some of the general mail was from disgruntled viewers complaining about "body bag journalism" and "black on white racism and visa versa." There was also several letters concerning hate crimes in Chicago, and violence programming being shown during the daytime and family viewing hours.



Illinois Public Interest Research Group
180 W. Washington St., 5th Flr., Chicago, IL 60602 (312) 364-0096
<http://www.pirg.org/illinoispirg>

Chairman William Kennard
Federal Communications Commission
12th Street, SW
Washington, DC 20554

March 1, 2000

Dear Chairman Kennard,

On behalf of the Illinois PIRG Education Fund, I am responding to the Notice of Inquiry Docket #99-360. As a statewide public interest research and public education organization with 20,000 members in Illinois, we are concerned that broadcasters have public interest obligations that are not being met. Now that broadcasters are using the digital spectrum, the issue becomes even more pertinent.

In this letter, I would like to reference the frequency that broadcasters air public service announcements (PSAs). Public service announcements are a way for stations to give back to the community in which they broadcast. If public service announcements are aired at all, they are aired when most viewers are asleep. We received a Video Release Usage Report from the Nielsen Sigma Service to monitor how often a particular PSA was played. The PSA that we monitored was produced by the Environmental Protection Agency (EPA) on the dangers of second hand smoke. The results were disappointing. Over 200 radio and television stations received the PSA, but only 20 aired the PSA at all. Unfortunately, the PSA was never aired during prime air time when most viewers would benefit. For example, one television station in Chicago aired the PSA 41 times from the end of June to the end of August, but most frequently aired the PSA from the hours of 2:00 a.m.- 5:00 a.m. In the two month period, the PSA only aired once at 9:30 a.m., 10:30 a.m., 11:00 a.m. and 12:30 p.m. when more viewers would watch television. Again, we are grateful the PSA was aired, but believe it is in the public's best interest to have PSAs aired during primetime.

We are asking the FCC to set a date to establish clear guidelines for the many public interest obligations that broadcasters owe the public. Thank you for this opportunity to participate in the inquiry regarding the public interest obligations of broadcasters.

Sincerely,

A handwritten signature in cursive script that reads "Gail Parson".

Gail Parson
Consumer Associate

NIELSEN SIGMA SERVICE
VIDEO RELEASE USAGE REPORT - HALF HOUR SUMMARY
MAY 10, 1999 - NOVEMBER 14, 1999

CLIENT ID : T101
 VIDEO RELEASE: EPA SECOND HAND SMOKE
 RELEASE TYPE : PSA

MKT RANK	DESIGNATED MARKET AREA	STA- TION	AFFL	DATE AIRED	DAY OF WK	DAY- PART	LOCAL 1/2HR AIRED	VERSION
2	LOS ANGELES	KDOC	IND	06OCT99	WE	DT	3:30P	60
				08OCT99	FR	DT	10:30A	60
				09OCT99	SA	LE	12:30A	60
				12OCT99	TU	PT	8:30P	60
				14OCT99	TH	DT	10:30A	60
				16OCT99	SA	EM	8:00A	60
						LN	2:00A	60
				18OCT99	MO	LN	3:30A	60
				22OCT99	FR	DT	10:30A	60
				23OCT99	SA	EM	7:30A	60
				25OCT99	MO	LE	12:00M	60
				28OCT99	TH	LN	3:30A	60
				01NOV99	MO	DT	10:30A	60
				05NOV99	FR	DT	10:30A	60
				06NOV99	SA	LN	2:30A	60
				12NOV99	FR	LN	4:30A	60
				13NOV99	SA	LE	12:30A	60
				01JUN99	TU	EM	5:00A	30
				03JUN99	TH	LN	4:30A	30
				04JUN99	FR	EM	5:30A	30
				06JUN99	SU	EM	5:00A	30
3	CHICAGO	WCIU	IND	08JUN99	TU	LN	4:30A	30
				12JUN99	SA	DT	10:30A	30
				13JUN99	SU	EM	5:30A	30
				14JUN99	MO	LN	4:30A	30
				16JUN99	WE	LN	4:30A	30
				17JUN99	TH	LN	4:00A	30
				23JUN99	WE	EM	5:00A	30
				24JUN99	TH	EM	5:00A	30
				01JUL99	TH	EM	5:00A	30
				03JUL99	SA	EM	6:30A	30
				04JUL99	SU	EM	8:30A	30
						PT	8:30P	30
				05JUL99	MO	LN	4:30A	30
				10JUL99	SA	DT	10:00A	30
				11JUL99	SU	EM	5:00A	30
				12JUL99	MO	EM	5:00A	30
						LN	3:00A	30
				13JUL99	TU	EM	5:30A	30
				14JUL99	WE	EM	5:00A	30
				17JUL99	SA	EM	6:30A	30

EM = 5AM-9AM
 LE = 10PM-1A

DT = 9AM-4PM
 LN = 1AM-5AM

EF = 4PM-8PM

PT = 8PM-10P

VIDEO RELEASE USAGE REPORT - HALF HOUR SUMMARY
MAY 10, 1999 - NOVEMBER 14, 1999

CLIENT ID : T101
 VIDEO RELEASE: EPA SECOND HAND SMOKE
 RELEASE TYPE : PSA

MKT RANK	DESIGNATED MARKET AREA	STA- TION	AFFL	DATE AIRED	DAY OF WK	DAY- PART	LOCAL 1/2HR AIRED	VERSION
3	CHICAGO	WCIU	IND	19JUL99	MO	LN	1:00A	30
				20JUL99	TU	EM	5:00A	30
				21JUL99	WE	EM	5:00A	30
				22JUL99	TH	EM	5:00A	30
				24JUL99	SA	EM	6:30A	30
				25JUL99	SU	EM	5:00A	30
				27JUL99	TU	LN	4:00A	30
				28JUL99	WE	LN	2:00A	30
				29JUL99	TH	LN	4:30A	30
				31JUL99	SA	EM	6:00A	30
				04AUG99	WE	EM	5:30A	30
				05AUG99	TH	EM	5:00A	30
				07AUG99	SA	EM	6:30A	30
				08AUG99	SU	EM	8:30A	30
						LN	4:30A	30
				09AUG99	MO	LN	1:30A	30
				12AUG99	TH	EM	5:00A	30
				14AUG99	SA	DT	10:30A	30
				16AUG99	MO	LN	2:00A	30
							4:30A	30
				19AUG99	TH	EM	5:30A	30
				22AUG99	SU	EM	5:30A	30
				23AUG99	MO	EM	5:30A	30
						LN	1:00A	30
				24AUG99	TU	LN	3:00A	30
							4:00A	30
				25AUG99	WE	EM	5:30A	30
				28AUG99	SA	EM	6:30A	30
				31AUG99	TU	EM	5:00A	30
				02SEP99	TH	EM	5:00A	30
				03SEP99	FR	EM	7:00A	30
				07SEP99	TU	LN	2:30A	30
				08SEP99	WE	LN	2:30A	30
				11SEP99	SA	EM	7:00A	30
				12SEP99	SU	LE	11:30P	30
							12:30A	30
						LN	4:00A	30
				13SEP99	MO	LN	1:30A	30
				14SEP99	TU	LN	3:00A	30
							4:00A	30
				02OCT99	SA	EM	7:00A	30

EM = 5AM-9AM
 LE = 10PM-1A

DT = 9AM-4PM
 LN = 1AM-5AM

EP = 4PM-8PM

PT = 8PM-10P

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NIELSEN SIGMA SERVICE
VIDEO RELEASE USAGE REPORT - HALF HOUR SUMMARY
MAY 10, 1999 - NOVEMBER 14, 1999

CLIENT ID : T101
 VIDEO RELEASE: EPA SECOND HAND SMOKE
 RELEASE TYPE : PSA

MKT RANK	DESIGNATED MARKET AREA	STA- TION	AFFL	DATE AIRED	DAY OF WK	DAY- PART	LOCAL 1/2HR AIRED	VERSION
3	CHICAGO	WFLD	FOX	20AUG99	FR	DT	10:30A	30
						LN	4:00A	30
				22AUG99	SU	EM	6:00A	30
						LN	3:30A	30
				23AUG99	MO	LN	3:30A	30
				24AUG99	TU	DT	10:00A	30
						LN	2:30A	30
				28AUG99	SA	EM	5:00A	30
				30AUG99	MO	LN	2:30A	30
				31AUG99	TU	LE	11:30P	30
				01SEP99	WE	LN	4:00A	30
				02SEP99	TH	DT	10:30A	30
				03SEP99	FR	LN	3:30A	30
				05SEP99	SU	LN	3:00A	30
				06SEP99	MO	LN	3:30A	30
				07SEP99	TU	LN	3:00A	30
				08SEP99	WE	LN	3:30A	30
				10SEP99	FR	LN	4:00A	30
				12SEP99	SU	LN	2:30A	30
				13SEP99	MO	LN	4:00A	30
				14SEP99	TU	LN	4:30A	30
				03OCT99	SU	LN	2:30A	30
				04OCT99	MO	LN	3:30A	30
				05OCT99	TU	LN	4:30A	30
				08OCT99	FR	LN	4:30A	30
				09OCT99	SA	LN	2:00A	30
				15OCT99	FR	LN	2:30A	30
				16OCT99	SA	LN	3:00A	30
				19OCT99	TU	LN	4:00A	30
				20OCT99	WE	LN	4:00A	30
				22OCT99	FR	LN	3:30A	30
				25OCT99	MO	LN	3:00A	30
				29OCT99	FR	LN	3:30A	30
				04NOV99	TH	LN	3:30A	30
				07NOV99	SU	LN	2:00A	30
				08NOV99	MO	LN	4:30A	30
				13NOV99	SA	EM	5:00A	30
						LN	3:30A	30
		WJYS	IND	16JUL99	FR	LE	10:00P	60
				13SEP99	MO	PT	9:30P	60
		WPWR	IND	11JUN99	FR	DT	10:00A	30

EM = 5AM-9AM
 LE = 10PM-1A

DT = 9AM-4PM
 LN = 1AM-5AM

EF = 4PM-8PM

PT = 8PM-10P

NIELSEN SIGMA SERVICE
VIDEO RELEASE USAGE REPORT - HALF HOUR SUMMARY
MAY 10, 1999 - NOVEMBER 14, 1999

CLIENT ID : T101
 VIDEO RELEASE: EPA SECOND HAND SMOKE
 RELEASE TYPE : PSA

MKT RANK	DESIGNATED MARKET AREA	STA- TION	AFFL	DATE AIRED	DAY OF WK	DAY- PART	LOCAL 1/2HR AIRED	VERSION
3	CHICAGO	WPWR	IND	11JUN99	FR	DT	10:00A	60
				16JUN99	WE	LN	3:30A	30
								60
				17JUN99	TH	EM	5:00A	30
								60
				18JUN99	FR	EM	5:30A	30
								60
				19JUN99	SA	EM	6:00A	30
								60
				20JUN99	SU	EM	5:00A	30
								60
						LE	12:30A	30
								60
						LN	2:30A	30
								60
				21JUN99	MO	EM	5:00A	30
								60
							6:00A	30
								60
						LN	3:30A	30
								60
				22JUN99	TU	EM	6:00A	30
								60
				23JUN99	WE	EM	6:00A	30
								60
				24JUN99	TH	LN	1:30A	60
				01JUL99	TH	PT	9:30P	30
								60
				12JUL99	MO	EM	5:30A	30
								60
4	PHILADELPHIA	WGTW	IND	24MAY99	MO	DT	3:30P	30
				25MAY99	TU	EF	4:00P	30
							4:30P	30
						EM	8:00A	30
				26MAY99	WE	DT	3:00P	30
				27MAY99	TH	DT	3:30P	30
						EF	4:30P	30
				28MAY99	FR	DT	3:00P	30
						EF	4:30P	30
						EM	8:00A	30
				30MAY99	SU	DT	11:00A	30

EM = 5AM-9AM
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MAY 10, 1999 - NOVEMBER 14, 1999

CLIENT ID : T101
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RELEASE TYPE : PSA

MKT RANK	DESIGNATED MARKET AREA	STA- TION	APFL	DATE AIRED	DAY OF WK	DAY- PART	LOCAL 1/2HR AIRED	VERSION
80	PORTLAND-AUBURN	WGSN	NBC	07NOV99	SU	LN	1:00A	30
		WPME	IND	07NOV99	SU	LE	10:00P	30
81	FT. MYERS-NAPLES	WFTX	FOX	18OCT99	MO	EM	8:00A	60
		WINK	CBS	23OCT99	SA	EM	5:00A	30
				25OCT99	MO	LN	1:00A	30
							2:00A	30
							2:30A	30
							3:00A	30
							4:30A	30
				26OCT99	TU	LN	2:30A	30
							3:00A	30
				29OCT99	FR	LN	1:30A	30
				30OCT99	SA	EM	5:30A	30
				31OCT99	SU	LN	1:30A	30
				02NOV99	TU	LN	4:00A	30
				05NOV99	FR	EM	5:00A	30
				06NOV99	SA	EM	5:30A	30
				12NOV99	FR	LN	4:00A	30
				14NOV99	SU	LN	4:30A	30
82	CHAMPAIGN&SPRINGFLD-DECATU	WICD	NBC	05SEP99	SU	DT	1:30P	60
				09SEP99	TH	DT	3:30P	60
						LN	4:00A	60
				11SEP99	SA	EF	6:30P	60
				13SEP99	MO	DT	10:30A	60
				16SEP99	TH	DT	10:30A	60
				17SEP99	FR	DT	10:30A	60
				22SEP99	WE	LN	4:00A	60
				27SEP99	MO	DT	10:30A	60
						LN	4:00A	60
				28SEP99	TU	EM	8:30A	60
				29SEP99	WE	LN	4:00A	60
				04OCT99	MO	DT	10:30A	60
						EM	5:30A	60
						LN	1:30A	60
				05OCT99	TU	EF	4:00P	60
				06OCT99	WE	EF	4:30P	60
				15OCT99	FR	EM	5:30A	60
83	CHAMPAIGN&SPRINGFLD-DECATU	WICD	NBC	01NOV99	MO	LN	4:00A	60
				07NOV99	SU	LE	12:30A	60
				09NOV99	TU	EF	4:30P	60
						LN	4:00A	60

EM = 5AM-9AM
LE = 10PM-1A

DT = 9AM-4PM
LN = 1AM-5AM

EF = 4PM-8PM

PT = 8PM-10P

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NIELSEN SIGMA SERVICE
VIDEO RELEASE USAGE REPORT - HALF HOUR SUMMARY
MAY 10, 1999 - NOVEMBER 14, 1999

CLIENT ID : T101
 VIDEO RELEASE: EPA SECOND HAND SMOKE
 RELEASE TYPE : PSA

MKT RANK	DESIGNATED MARKET AREA	STA- TION	AFFL	DATE Aired	DAY OF WK	DAY- PART	LOCAL 1/2HR Aired	VERSION
83	CHAMPAIGN&SPRNGFLD-DECATU PT. MYERS-NAPLES	WICD WBBH	NBC NBC	12NOV99	FR	DT	10:30A	60
				04JUN99	FR	EM	5:00A	60
				05JUN99	SA	LN	2:00A	60
							3:30A	60
				08JUN99	TU	LN	4:30A	60
				12JUN99	SA	LN	3:30A	60
				15JUN99	TU	EM	5:00A	60
				16JUN99	WE	EM	5:00A	60
				17JUN99	TH	EM	5:00A	60
				18JUN99	FR	EM	5:00A	60
				24JUN99	TH	EM	5:00A	60
				28JUN99	MO	EM	5:00A	60
						LN	4:00A	60
				29JUN99	TU	LN	2:00A	60
							4:30A	60
				30JUN99	WE	LN	4:30A	60
				01JUL99	TH	LN	4:00A	60
				02JUL99	FR	EM	5:30A	60
				03JUL99	SA	LN	3:00A	60
				04JUL99	SU	LN	3:00A	60
				05JUL99	MO	LN	4:30A	60
				06JUL99	TU	LN	2:30A	60
				08JUL99	TH	EM	5:00A	60
				10JUL99	SA	EM	5:30A	60
				12JUL99	MO	LN	4:30A	60
				13JUL99	TU	LN	4:30A	60
				15JUL99	TH	LN	4:30A	60
				16JUL99	FR	EM	5:00A	60
				17JUL99	SA	LN	2:30A	60
				18JUL99	SU	DT	1:30P	60
				20JUL99	TU	LN	4:30A	60
				22JUL99	TH	EM	5:00A	60
				23JUL99	FR	EM	5:30A	60
				24JUL99	SA	LN	3:00A	60
				30JUL99	FR	EM	5:00A	60
				31JUL99	SA	EM	5:00A	60
							5:30A	60
				01AUG99	SU	EM	6:30A	60
				02AUG99	MO	LN	2:00A	60
				06AUG99	FR	EM	5:00A	60
				07AUG99	SA	DT	3:30P	60

EM = 5AM-9AM
 LE = 10PM-1A

DT = 9AM-4PM
 LN = 1AM-5AM

EF = 4PM-8PM

PT = 8PM-10P

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CLIENT ID : T101
VIDEO RELEASE: EPA SECOND HAND SMOKE
RELEASE TYPE : PSA

MKT RANK	DESIGNATED MARKET AREA	STA- TION	AFFL	DATE AIRED	DAY OF WK	DAY- PART	LOCAL 1/2HR AIRED	VERSION
159	ABILENE-SWEETWATER	KTXS	ABC	02OCT99	SA	DT	12:30P	60
						LN	1:30A	60
				03OCT99	SU	DT	1:30P	60
						EF	4:00P	60
						LE	11:30P	60
				04OCT99	MO	DT	3:30P	60
						LN	1:30A	60
				05OCT99	TU	DT	9:30A	60
						LE	10:30P	60
				06OCT99	WE	DT	3:30P	60
						EM	7:30A	60
				07OCT99	TH	DT	9:30A	60
						LN	2:30A	60
				08OCT99	FR	LE	10:30P	60
				09OCT99	SA	LE	12:30A	60
				10OCT99	SU	EM	6:30A	60
				12OCT99	TU	DT	9:30A	60
				13OCT99	WE	DT	3:00P	60
161	QUINCY-MANNIBAL-KEOKUK	KHQA	CBS	18OCT99	MO	LN	2:00A	60
				22OCT99	FR	LN	3:30A	60
				23OCT99	SA	LE	12:30A	60
						LN	4:30A	60
				26OCT99	TU	LN	4:00A	60
				30OCT99	SA	LN	3:30A	60
				31OCT99	SU	EM	6:30A	60
				03NOV99	WE	LN	2:00A	60
				04NOV99	TH	LE	12:30A	60
				05NOV99	FR	LE	12:30A	60
				06NOV99	SA	DT	12:00N	60
						LN	3:30A	60
				07NOV99	SU	LN	1:30A	60
				08NOV99	MO	LN	2:00A	60
				10NOV99	WE	LN	1:00A	60
				12NOV99	FR	LN	1:30A	60
				13NOV99	SA	DT	10:00A	60
SHERMAN-ADA		KXII	CBS	07JUN99	MO	LN	4:30A	30
				08JUN99	TU	LN	2:30A	30
				19JUN99	SA	LE	12:30A	30
				20JUN99	SU	LN	1:00A	30
				21JUN99	MO	LN	2:30A	30
				22JUN99	TU	LN	3:00A	30

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LE = 10PM-1A

DT = 9AM-4PM
LN = 1AM-5AM

EF = 4PM-8PM

PT = 8PM-10P

NIELSEN SIGMA SERVICE
VIDEO RELEASE USAGE REPORT - HALF HOUR SUMMARY
MAY 10, 1999 - NOVEMBER 14, 1999

CLIENT ID : T101
VIDEO RELEASE: EPA SECOND HAND SMOKE
RELEASE TYPE : PSA

MKT RANK	DESIGNATED MARKET AREA	STA- TION	APFL	DATE AIRED	DAY OF WK	DAY- PART	LOCAL 1/2HR AIRED	VERSION
161	SHERMAN-ADA	KXII	CBS	24JUL99	SA	LN	2:00A	30
				25JUL99	SU	EM	5:00A	30
						LE	12:00M	30
						LN	1:00A	30
				26JUL99	MO	EM	5:30A	30
						LN	1:30A	30
							2:00A	30
							4:00A	30
							4:30A	30
				27JUL99	TU	LN	2:30A	30
				28JUL99	WE	LN	1:30A	30
							2:00A	30
							1:00A	60
				10JUN99	TH	LN	1:30A	60
162	QUINCY-HANNIBAL-KEOKUK	KHQA	CBS	20JUN99	SU	EM	6:30A	60
				22JUN99	TU	LN	1:30A	60
				04JUL99	SU	EF	5:00P	60
				10JUL99	SA	LN	4:30A	60
				25JUL99	SU	DT	1:00P	60
						EM	6:30A	60
				31JUL99	SA	DT	10:00A	60
						LN	4:00A	60
				04AUG99	WE	LE	12:30A	60
				07AUG99	SA	DT	10:00A	60
						EM	8:00A	60
				14AUG99	SA	DT	9:00A	60
							10:00A	60
							10:30A	60
				27AUG99	FR	LN	2:00A	60
				30AUG99	MO	LN	2:30A	60
				02SEP99	TH	LN	1:30A	60
				06SEP99	MO	LN	1:30A	60
				17SEP99	FR	LN	2:00A	60
				18SEP99	SA	DT	10:00A	60
				24SEP99	FR	EM	5:00A	60
				01OCT99	FR	LN	3:00A	60
				04OCT99	MO	LN	2:00A	60
				16OCT99	SA	EM	5:30A	60
						LN	2:00A	60
				17OCT99	SU	EM	6:00A	60
				20OCT99	WE	DT	3:30P	60
163	ABILENE-SWEETWATER	KTXB	ABC					

EM = 5AM-9AM
LE = 10PM-1A

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LN = 1AM-5AM

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PT = 8PM-10P

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NIELSEN SIGMA SERVICE
VIDEO RELEASE USAGE REPORT - HALF HOUR SUMMARY
MAY 10, 1999 - NOVEMBER 14, 1999

CLIENT-ID : T101
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 RELEASE TYPE : PSA

MKT RANK	DESIGNATED MARKET AREA	STA- TION	AFFL	DATE AIRED	DAY OF WK	DAY- PART	LOCAL 1/2HR AIRED	VERSION
3	CHICAGO	WCIU	IND	02OCT99	SA	LN	3:00A	30
				03OCT99	SU	LE	12:30A	30
						LN	1:00A	30
							2:30A	30
				06OCT99	WE	LN	3:30A	30
				07OCT99	TH	LN	3:00A	30
				08OCT99	FR	LN	4:30A	30
				09OCT99	SA	EM	8:00A	30
				12OCT99	TU	LN	2:30A	30
						PT	8:30P	30
				16OCT99	SA	EM	7:30A	30
				18OCT99	MO	LN	4:00A	30
				19OCT99	TU	LN	3:00A	30
				20OCT99	WE	LN	3:30A	30
							4:00A	30
				27OCT99	WE	EF	5:30P	30
				30OCT99	SA	DT	9:00A	30
				03NOV99	WE	LN	2:00A	30
				06NOV99	SA	EM	6:00A	30
				08NOV99	MO	LN	1:30A	30
							2:30A	30
				09NOV99	TU	LN	2:30A	30
				12NOV99	FR	EM	5:30A	30
				13NOV99	SA	DT	9:00A	30
						LN	1:30A	30
		WFLD	FOX	10JUN99	TH	LN	1:00A	30
				11JUN99	FR	EM	5:00A	30
						LE	11:30P	30
				12JUN99	SA	EM	5:00A	30
				14JUN99	MO	LN	3:30A	30
				15JUN99	TU	LN	3:00A	30
				16JUN99	WE	LN	3:30A	30
				17JUN99	TH	LN	2:30A	30
				18JUN99	FR	EM	5:00A	30
						LN	3:00A	30
				21JUN99	MO	LN	4:00A	30
				22JUN99	TU	LN	4:00A	30
				23JUN99	WE	LN	4:00A	30
				24JUN99	TH	LN	4:00A	30
				25JUN99	FR	EM	5:00A	30
				27JUN99	SU	LN	3:30A	30

EM = 5AM-9AM
 LE = 10PM-1A

DT = 9AM-4PM
 LN = 1AM-5AM

EF = 4PM-8PM

PT = 8PM-10P



Thursday March 2, 2000

Dear Chairman Kennard,

We are responding to the Notice of Inquiry on the public interest obligations of broadcasters.

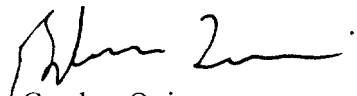
Our government has a tradition of giving away our publicly owned resources to a wealthy elite and asking for very little or nothing in return. Broadcasters are already licensed with exclusive use of the airwaves for free and have made billions selling those airwaves for advertising. Now the government has given broadcasters another \$70 billion worth of airwaves for digital use, while doing little or nothing to ensure that these broadcasters serve the public interest.

We spoke to the Director of Station Services and Community Affairs at WBBM – Channel 2 here in Chicago and asked him about the public affairs programming the station provides. “None,” he said. “We don’t have any.” He made it clear that public affairs programming is not part of WBBM's future plans. “We’re going in the opposite direction,” he explained. “With the FCC de-regulation things have changed.”


The public needs to be a part of the discussion concerning methods to keep these broadcasters accountable. Hearings should be held as a first step towards giving the public a chance to decide its own interests. Decisions of public interest should no longer be made in the back rooms of Congress or the boardrooms of big business.

A free market can create many wonderful opportunities and shows, but the government giving away \$70 billion dollars of public resources to the most powerful players does not stimulate a free market. The synergy between the public and private sector is at the root of our dynamic economy and this is evident in the broadcast industry. The multi-billion dollar infotainment industry began right here in Chicago with Siskel and Ebert, which was originally a public television program. Our own film, *Hoop Dreams*, got its initial funding from the Illinois Arts Council and the Corporation for Public Broadcasting which enabled it to go on to become a huge commercial and critical success.

Thank you for considering our position.



Gordon Quinn



Wm. Jason McInnes

Michigan

Tab D-3b

Anthony Abernathy
Michigan Institute for Nonviolence Education
3/2/00

Lynne W. Boyle
The Christian Communication Council of Metropolitan Detroit Churches
Detroit, MI
3/6/00

Richard Gamber, Jr.
Michigan Consumer Federation
Lansing, MI
3/22/00

Susan Hiltz Grover
Prevention Coalition of Southeast Michigan (PREVCO)
Southfield, MI
3/20/00

Peggy K. Goodwin
The Youth Connection
Detroit, MI
3/9/00

Benjamin A. Jones
National Council on Alcoholism and Drug Dependence
Detroit, MI
3/7/00

Gene and Mariann McCornack
Michigan
3/22/00

Dr. Frederic S. Pearson
Wayne State University
Detroit, MI
3/6/00

The Rev. Richard O. Singleton
The Metropolitan Christian Council: Detroit-Windsor
Detroit, MI
no date

People For Better TV

Review of Public Records

ANTHONY ABERNATHY

MICHIGAN INSTITUTE FOR NONVIOLENCE EDUCATION

Over the last three months, I've had the opportunity to visit two local TV stations.

Summary

I spent about two hours in reviewing the public files of both Channels 2 and 7 TV stations in the Metro Detroit viewing area.

Generally the Public Record is adjacent to the Public Relations Department

My major focus was on community concerns, community ascertainment reports, summaries of the stations monthly and quarterly programming reports (with particular emphasis on violence and balancing in programming.)

Ascertainment files are a composite of research done by the TV station public relation department where they actually go out onto the community and conduct surveys by use of questionnaires to determine what types of programming the viewing audience would be interested in seeing.

My first visit was to Channel 2 TV

The person responsible for the public files was a part time employee who wasn't which working the day I dropped in on the station.

Channel 2 Public files were in a small 6x10 room

I started by reviewing the monthly and quarterly programming reports, which covered a wide range of topics

Reviewing the community concerns for the years of 1997 through 1999, there were only two letters from the viewing public, expressing their concerns about violence or any matter in the Channel 2 TV files.

The files appeared to be well organized; written information was somewhat limited but with a need to schedule an appointment for resource person availability

My second visit was to Channel 7TV

Channel 7 appears to have a much larger budget for service staff

Channel 7 Public files were in a 10x24 room

I started with the files on community concerns, reviewing the files from 1996 through 1999.

I found an average of 18 written letters per year along with e-mail logs, ` attached to the correspondence were copies of the reply letters.

The letters in the public file address program content, offensive language and programming attitude not being reflective of the community served

The second area of review, were the Ascertainment files which were quite extensive

My research also included a review of the monthly and quarterly programming reports.

The programming reports that are forwarded to the FCC were consistent with the Ascertainment reports

I ended my visit by meeting with a Community Relations person, who informed me that the stations tries to balance any short-coming in their News reporting through having their reporters participate in noteworthy community activities.

Tools for Evaluations

Ascertainment files are reflective of the community interest, community concerns denote dislikes which should lead to the stations programming also keeping in mind *First and foremost TV Stations are profit driven*

The Christian Communication Council of Metropolitan Detroit Churches

March 6, 2000

Chairman William Kennard
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20551

Dear Chairman Kennard:

I'm a member of **PEOPLE FOR BETTER TELEVISION -Detroit Metro Area**. My committee assignment was to monitor Childrens' Saturday programming on WXYZ-TV, Channel 7, Detroit - the ABC station. As Channel 7 is being fed by a Disney owned source, the Children's programs are from Disney. I watched WXYZ-TV from 7:00 a.m. - 12:00 Noon of Saturday, February 12, 2000. The programs were "gentle" and non-violent and identified for the appropriate age groups - with the exception of Sabrina at 10:30 a.m. and Bugs Bunny at 11:00 a.m. (which were not age identified). I therefore, applaud WXYZ-TV for their Saturday morning Childrens' line up.

However, I have two concerns focusing on the Sunday line up. On Sunday, only three stations air any Childrens' programs:

UPN Channel 50 - 9:00 a.m. and 10:00 a.m.

PBS Channel 56 - 8:00, 8:30, 9:00 a.m.

CBS Channel 62 - 7:00 and 7:30 a.m.

Secondly, the number of commercials that are crammed into each Childrens' show! On Channel 7, the Saturday shows, beginning at 10:00 a.m., are almost back-to-back commercials.

Major broadcasters should not depend on the Cable stations to supply Childrens' programs in their market during the week. I understand that morning hours might not be the best, but 4 - 6 (after school hours) would be an excellent time slot for educational programs such as Field Trip and Jack Hanna.

Television plays an important and powerful role in the lives of our children and I am concerned about the about of sex and violence on television. Also, the number of commercials during childrens' programs.

Sincerely,



Lynne W. Boyle, Ed.D., Chair, Media Unit of the Council
1300 Mutual Building (28 West Adams) • Detroit, Michigan 48226

Phone: (313) 962-0340 • Fax: (313) 962-9044 • E-mail: councilweb@aol.com • Web Site: <http://users.aol.com/councilweb/index.htm>

Created in 1919, the Council now serves 2000 Catholic, Orthodox and Protestant congregations in SE Michigan and SW Ontario

**The
Christian
Communication
Council**
of Metropolitan
Detroit Churches

A SURVEY OF CHILDRENS' TELEVISION PROGRAMS ON CHANNEL 7, WXYZ

Saturday, Feb. 12, 2000

- 7:00 a.m. - FIELD TRIP. Program identified for children 7 and over. Prior to start of program, the following was announced: "Specifically to educate and inform children." Program was high tech, space travel involved. Cast featured human young girl and two "Alf" like puppets. Puppets are lost in a desert and end up touring an ice cream factory. At end of program many sources for more information about ice cream were given. Informative and non-violent.
- 7:30 a.m. - JACK HANNA. Program identified for all audiences. Should be aired when more children are up. It is a wonderful program taped at Busch Gardens. This edition featured many injured animals that are taken to the Busch Gardens Animal Hospital.
- 8:00 a.m. - PEP'R ANN. Program identified for children of all ages. Produced by Disney. Don't know why it is listed separately from ONE SATURDAY MORNING when it airs under that listing at 10:00 a.m. It is a cartoon feature. This show focused on how rumors start and what happens when we tell lies. There was one commercial which featured how to order a CD of 100 childrens' songs.
- 8:30 a.m. - ONE SATURDAY MORNING. Program listed for children of all ages. A teen-age girl and a talking elephant host the show from various venues. First segment featured a cartoon named DOUG. Segment had three commercials and one PSA. The commercials were appropriate for young audiences. I felt the topic of show was confusing for children, it dealt with confusion surrounding getting married.

DOUG was followed by RECESS. Everything since 8:00 has been under the Disney banner...and appears to be a network feed, rather than locally selected. RECESS is also a cartoon with Valentines' Day as its subject. The moral was "don't toy with peoples' feelings" - it will back fire on you. Five commercials were featured.

1300 Mutual Building (29 West Adams) • Detroit, Michigan 48226

*The
Christian
Communication
Council
of Metropolitan
Detroit Churches*

10:00 a.m. - PEP'R ANN. Still under the ONE SATURDAY MORNING heading. This segment was not a cartoon, rather, it dealt with ventriloquism and dummies that had bits of PEP'R ANN acting as host. The commercials were really heavy in this segment: Juicy Fruit Gum, Tang, Game Boy, Skittles, Tarzan. Each ran more than once - before, during and after PEP'R ANN.

SABRINA was inserted into the line-up at 10:30 a.m. and BUGS BUNNY at 11:00 a.m. Neither was rated. We went back to a show rated for children of all ages at 11:30 a.m.

11:30 a.m. - WINNIE. program rated for children of all ages. This show had the traditional cast of Pooh, Piglet, Robin, Tigger, etc. Fluffy Rabbit has invented a machine to scare crows out of his garden. Appeared to be non-violent even though the crows were really frightened! Many commercials: Barbie, the movie "Snow Day", Pillsbury, various videos, etc.

A message printed with voice over stated that educational shows and reports of such are available for the public at the station during regular business hours. I have never seen that before.

On Sundays, only three stations air any children's programs: Ch. 50, Ch. 56 and Ch. 62.

9:00 a.m. - DOUG, Channel 50

10:00 a.m. - PEP'R ANN, Channel 50

8:00 a.m. - DAEDAL DOORS, Channel 56

8:30 a.m. - WISH, Channel 56

9:00 a.m. - ARTHUR, Channel 56

7:00 a.m. - TALES, Channel 62

7:30 a.m. - MYTHIC, Channel 62

Reviewed by Lynne W. Boyle, ED.D